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ABSTRACT

The intent of this field tested instructional package is to familiarize the student with the marketing and distribution element of industry and its function in the production of goods and services. Defining behavioral objectives, the course description offers a media guide, suggested classroom activities, and sample student evaluation forms as well as the basic information section. The package deals with the product from the time it leaves the manufacturer until it reaches the consumer, including analysis (Market research), advertising, transportation, storage, and sales. (Author/MW)

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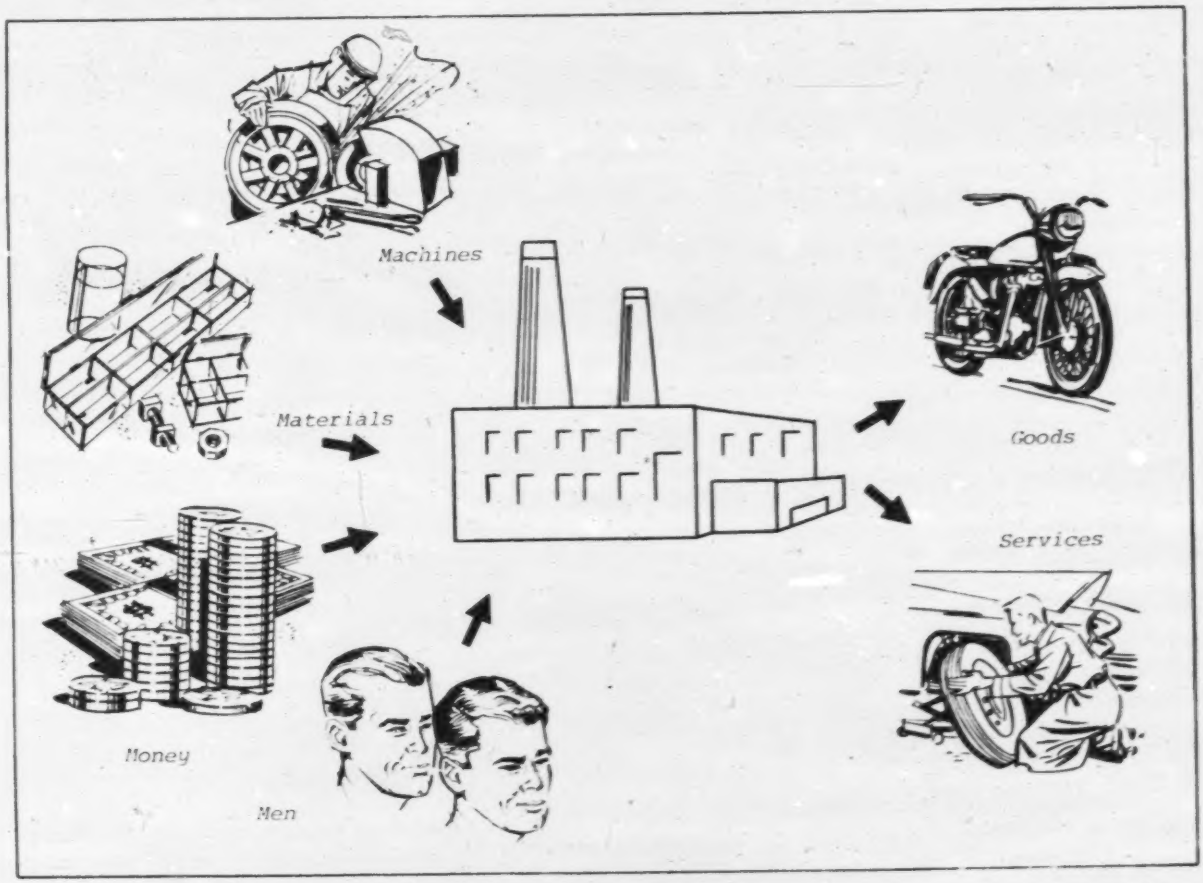
AN OVERVIEW OF MARKETING AND DISTRIBUTION



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Prepared as an Aid in Implementing
The Wisconsin Guide to Local Curriculum
Improvement in Industrial Education, K-12

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Learning Activity Package

Prepared as an Aid in Implementing
The Wisconsin Guide to Local Curriculum
Improvement in Industrial Education, K-12

Marketing and Distribution

Junior-Middle High School

Pertaining to Field Objective Number One

"To work with the marketing and distribution element
of industry to gain an understanding of how
it functions in producing goods and services."

Produced by

The Industrial Education Instructional
Materials Development Project
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University of Wisconsin-Stout

RATIONALE:

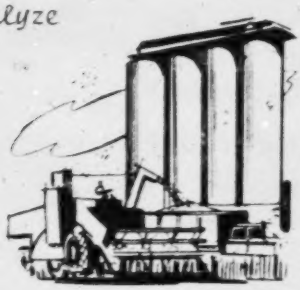
As a society, we consume thousands upon thousands of products and services daily. We eat bread, potatoes, fruit; use automobiles, jets, bicycles; and depend on medical service, hair-cuts, and vacations. Few of these products and services are produced locally. Many of them must be brought to us from hundreds and thousands of miles away. A product manufactured in California may be needed in Maine. Being consumers, we buy goods and services from many points on the globe, not only in our home towns.

An element of industry labeled Marketing and Distribution is necessary if goods and services are to be made available from those who make them, to us who use them. This lesson will explain what Marketing and Distribution is and cover some of the steps in implementing it into an enterprise.

Analyze

Advertise

Transport



Store

Sell

Please turn to the next page and read the objectives carefully!!

OBJECTIVES:

Terminal Objective:

To work with the Marketing and Distribution element of industry to gain an understanding of how it functions in producing goods and services.

Enabling Objectives:

1. You will define in your own words the terms Marketing and Distribution.
2. You will explain the types of transportation used by industry in transporting goods and services to consumers.
3. Given a product at the end of a production line, you will list and explain the procedures of delivering this product to the consumer.

Options: Read the self-test on the following pages and then check the following selections that apply to you.

_____ If you feel you can meet the above objectives:

_____ A. See the instructor for a teacher evaluation

_____ B. Take the self-test as a self evaluating device, then see your instructor.

_____ If you feel you cannot meet the above objectives:

_____ A. Take the self-test to see what objectives your studying should be based upon, then turn to the media section on page 4.

_____ B. Skip the self-test and turn to the media section on page 4 to help you achieve the objectives.

Self-Test: Answer the following questions. You may write in this booklet.

1. In your own words, what is the definition of Marketing and Distribution?

2. Explain and list examples of the following types of transportation:

   a. Land transportation

   b. Water transportation -

   c. Air transportation -

3. Describe the procedures used in Marketing and Distribution to get a bicycle from the production line to you.

MEDIA SECTION:

Objective Number 1: You will define in your own words the terms marketing and distribution.

Optional Media: Check one or more.

___ 1. Read Marketing and Distribution by Mason and Roth, McGraw-Hill, Inc., 1968, p.9

___ 2. Read The Role of Marketing from the "Industry and the American Economy Series" by the National Association of Manufacturers, Oct. 1962.

___ 3. Read Distributing Products and Services, American Industry Student Booklet, page 1-10.

___ 4. Movie "The Market and the Individual," 30 minutes, B&W, from Indiana University, Audio-Visual Center, Bloomington, Indiana 47401.

___ 5. Read page 6 in this package.

Optional Activities: Choose one or more of the following: Marketing and Distribution - I-1A or 1B.

Objective Number 2: You will explain the types of transportation used by industry in transporting goods and services to consumers.

Optional Media: Choose one or more.

___ 1. Read The Wonderful World of Transportation by Lee and Lambert, Doubleday and Company, Inc., 1969. A short book.

___ 2. Read Airplanes and Trucks and Trains, Fire Engines, Boats and Ships, and Building and Wrecking Machines by George Zaffo, Grosset and Dunlop, N.Y., 1972. A short picture book.

___ 3. Read Distributing Products and Services, American Industry Student Booklet, pages 27-31.

___ 4. Movie "Transportation - Footpath to Airlines," 16 min., color, from Churchill Films, 662 N. Robertson Blvd., Las Angeles, California 90069.

___ 5. Movie "Transportation in the Modern World," 8 min., color, from Coronet Films, 65 E. South Water Street, Coronet Bldg., Chicago, Illinois 60601

___ 6. Read pages 6 to 7 of this package.

Optional Activities: Choose one or more of the following:
Marketing and Distribution - I-2A or 2B.

Objective Number 3: Given a product at the end of a production line, you will list and explain the procedures of delivering this product to the consumer.

Optional Media: Check one or more.

___ 1. Read Marketing and Distribution by Mason and Roth, McGraw-Hill Book Company, 1968. Use the index to locate the major steps listed in Marketing and Distribution.

___ 2. Movie "The Market and the Individual," 30 min., B&W, from Indiana University Audio-Visual Center, Bloomington, Indiana 47401.

___ 3. Read page 8 in this package.

Optional Activities: Do the following:

___ Marketing and Distribution - I-3A

___ and one of the following 3B thru 3F.

INFORMATION SECTION

What is Marketing and Distribution?

Marketing and distribution are the terms used by industry to describe the flow of goods and services from producers to consumers. That is, it describes the actions that take place to get goods and services from industry to you.

When you want a loaf of bread, you usually go to the store and buy it. But how does marketing and distribution come into the picture? Industry knows that the public wants bread as a basic food product. The baker obtains the materials and equipment to make the bread. After the bread is baked, it must somehow get to the customer. This is where marketing and distribution come into play.

Marketing includes those actions of an enterprise which create sales and direct the flow of goods and services from the producer to the consumer. Distribution covers the actual moving and storing of products and services from the time they are produced until a consumer uses them. Can you describe any other products or services for which industry uses marketing and distribution to deliver them to the public?

Types of Transportation:

There are three major types of transportation in our society. They are transportation by land, water and air.

Land transportation includes the largest number of methods of moving goods and services used by industry. Can you think of any of these?

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The most common are trucks, railroad, buses and cars. Other methods are by wire (electricity), pipe (oil and gas), carts, and animals. Can you think of any others? Conveyors and fork lifts are other types of land transportation used by industry. Modern service transportation includes monorails and people-mover conveyors. Can you think of any recreational land transportation methods?

Water Transportation. This is a type of transportation that has been used for many years. The first settlers to come to America came by boat. This is a method of water transportation. Barges are another type of water transportation. Around the world, barges are used to transport coal and other materials and products. Boats are also used to transport goods and services. One of the first means of water transportation was by raft. This method of transportation is still used in many remote sections of the world.

Air Transportation. This is the third major type of transportation. It is a relatively new method of transportation compared to land and water transportation. Some examples of air transportation are by balloon, airplanes, jets, and rockets. Of the three types of transportation, this is our fastest method of transporting. Space shots use air transportation. Can you think of the names of some astronauts who have traveled by rocket? Can you think of some other methods of air transportation used by industry?

Steps Involved in Marketing and Distribution:

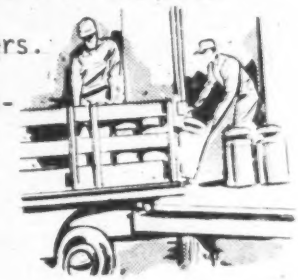
Following are a listing and brief explanation of the major steps which take place when goods and services are marketed and distributed:

Analyze. This is the first step in marketing and distribution. Here research and planning are conducted to determine the factors that may affect the sales of a product or service. An enterprise must determine what to produce and who will buy it and for what price. This is often referred to as market research.

Advertise. This is the next step in marketing and distribution. When a company advertises, it tries to bring its product or service to the attention of the public in an attempt to create sales to make a profit. There are many areas tied into a company's advertising efforts, but all are interested in finding someone to buy their products or services. Everyday you see and hear methods of advertising. They appear on T.V., billboards, magazines and newspapers; and they can be heard in stores, on the radio and T.V.

Transportation. It is the process used by industry to physically move materials, products, or services from one place to another place. There are two classes of transportation - that which takes place within a company and transportation which moves products from the enterprise to stores or directly to customers.

Storage. This is the next step in marketing and distribution. It is space that has been made available to keep or store products from the time they are produced



until the consumer uses them. Storage and transportation are also involved in obtaining materials before products are produced. Storage is involved in many stages of producing goods and services. It does not always happen after the production of the final product.

Sales. This is the final major step in marketing and distribution. It involves the actual buying of a product by the consumer. There are many ways of selling products and services. You can buy a product from a machine, from a store, or from individuals.

Now that you know the five major steps in marketing and distribution, you should be able to describe how to get a product or service from an enterprise to a consumer. Remember - analyze, advertise, transport, store and sale.

Activity: Marketing and Distribution - I-1A Name _____

Period _____

What is Marketing and Distribution?

Question: In your own words, define marketing and distribution.

Activity: Marketing and Distribution - I-2A Name _____

Period _____

Types of Transportation

Materials:

1. Magazines or pictures
2. Poster board
3. Rubber cement
4. Markers

Procedures: Using the above materials, place three columns on your paper. List each according to the following: land transportation, water transportation, and air transportation. Using the magazines, or pictures, cut out as many examples as possible of each type of transportation and glue them in their proper columns. Place a title on the poster.

Activity: Marketing and Distribution - I-1B Name _____

Period _____

What is Marketing and Distribution?

Materials:

1. Poster board or index paper
2. Colored markers or pencils
3. Definition of marketing and distribution
4. Sheet of scratch paper

Procedures: Using the definition of marketing and distribution, construct a poster or collage to relate its meaning.

Activity: Marketing and Distribution - I-2B Name _____

Period _____

Types of Transportation

Question: Explain and list at least five examples for each of the following types of transportation.

A. Land transportation:

B. Water transportation:

C. Air transportation:

Activity: Marketing and Distribution -I-3A Name _____

Period _____

Marketing and Distribution and Industry

Question: List the five major steps involved in marketing and distribution and explain each.

Activity: Marketing and Distribution - I-3B Name _____

Period _____

Analyze

Procedures: Given a product that your class has produced, plans to produce, or that you want to produce yourself; describe the product below and write a detailed description of how you would plan and research (analyze) the product for marketing. This should include the development of a market survey questionnaire.

Activity: Marketing and Distribution - I-3C Name _____

Period _____

Advertise

Procedures: Given a product that your class has produced, plans to produce, or that you want to produce yourself; plan a detailed advertising campaign to make the public want to purchase the product. Study the various types of commercial advertising before you start. You may make a newspaper ad, poster, flyers, a tape for the radio, or a skit for T.V.

Activity: Marketing and Distribution - I-3F Name _____

Period _____

Sales

Procedures: Given a product that your class has produced, plans to produce, or that you would like to produce yourself; develop a detailed plan for the sale of this product.

Activity: Marketing and Distribution - I-3E Name _____

Period _____

Storage

Procedures: Given a product that your class has produced, plans to produce, or that you would like to produce yourself; develop a detailed written plan of how it would be stored until it is sold to a customer. You may wish to include a sketch or floor plan in this presentation.

Activity: Marketing and Distribution - I-3D Name _____

Period _____

Transportation

Procedures: Given a product that your class has produced, plans to produce, or that you want to produce yourself; layout a detailed sketch of how it would be transported throughout your shop in production and how it would be delivered to the customer.

Student Evaluation

Marketing and Distribution - #1

Name _____

Instructor _____

School _____

Directions: Answer all of the following questions to the best of your ability. The questions are written to evaluate your knowledge and understanding of the area of industrial arts covered in this package. Choose the answer which best completes the statement.

1. Marketing and distribution are defined as:

   a. The terms used by industry to describe the flow of goods and services from producers to consumers.
   b. The actions that take place to get goods and services from industry to you.
   c. All of the above.
   d. None of the above.

2. The most used method of transportation is:

   a. Land transportation
   b. Water transportation
   c. Air transportation
   d. None of the above

3. Conveyors, pipes, wires, and people-movers are what type of transportation?

   a. Land transportation
   b. Water transportation
   c. Air transportation
   d. Marketing

4. Our fastest method of transportation is by:

   a. Land
   b. Water
   c. Air
   d. Can not be determined

5. Which step in marketing and distribution involves space that has been made available to keep products from the time they are produced until the consumer uses them?

   a. Analyze
   b. Advertise
   c. Transportation
   d. Storage

6. When a company tries to bring its products or services to the attention of the public in an attempt to create sales to obtain a profit, they are using what step in marketing and distribution?

   a. Analyze
   b. Advertise
   c. Transportation
   d. Storage

7. When a company conducts research and planning to determine the factors that may affect the sales of a product or service, it is using what step of marketing and distribution?

   a. Analyze
   b. Sales
   c. Storage
   d. Advertise

8. The process used by industry to physically move materials, products, or services from one place to another is referred to as:

   a. Advertising
   b. Storage
   c. Sales
   d. Transportation

9. What step in the marketing and distribution process involves the actual buying of a product by the consumer?

   a. Advertising
   b. Sales
   c. Analyzing
   d. None of the above.

10. Which term refers to the actual moving and storing of products and services form the time they are produced until a consumer uses them.

   a. Marketing
   b. Distribution